



Station Order Revised Add to Schedule Women Vote

Market: Hartford, CT

Estimate ID

Flight Dates: Friday, August 10, 2012 to Tuesday, August 14, 2012

11605

Contact: Bill Whittle/Laurie LaBrecque

Phone: 860-728-3333

Email: Bill.Whittle@wfsb.com

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WFSB-TV

Program Name	DP	Days Length	Gross Rate	Fri Aug 10	Sat Aug 11	Sun Aug 12	Mon Aug 13	Tue Aug 14	Total
WFSB 6a News 6:00 AM 6:30 AM	EM	M-F 30	\$950.00 \$950.00					1	1
WFSB 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$1,500.00 \$1,500.00				1		1
Sunday 11p News 11:00 PM 11:30 PM	LN	Su 30	\$1,200.00 \$1,200.00			1			1
Station Gross Totals			\$3,650.00			1	1	1	3

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/10/2012 10:01:25 AM

WFSB-TV

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CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Media Strategies and Research
Attention: Rachael Beale
1580 Lincoln Street
Suite 510
Denver, CO 80203

Contract / Revision 488349 /		Alt Order #
Product August 7-August 14, 2012		
Contract Dates 08/07/12 - 08/14/12		Estimate # 11570
Advertiser Women Vote		Original Date / Revision 08/10/12 / 08/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive House- National	Sales Office House-National
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	08/08/12	08/10/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--1-1--				2	\$950.00			
2	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$950.00			
3	WFSB	08/09/12	08/10/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---11--				2	\$950.00			
4	WFSB	08/13/12	08/14/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$950.00			
5	WFSB	08/08/12	08/09/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--11---				2	\$600.00			
6	WFSB	08/13/12	08/14/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$600.00			
7	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$625.00			
8	WFSB	08/10/12	08/10/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$400.00			
9	WFSB	08/08/12	08/08/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--W----				1	\$500.00			
10	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$650.00			
11	WFSB	08/07/12	08/07/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 488349 /		Alt Order #
Contract Dates 08/07/12 - 08/14/12	Product August 7-August 14, 201	Estimate # 11570
Advertiser Women Vote		Original Date / Revision 08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-1-----				1	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	4p-5p Dr. Oz	4pm-5pm	-Tu-----	:30		\$950.00	NM		
	See MG 11.2											
	2	WFSB	08/09/12-08/09/12	4p-5p Dr. Oz	4pm-5pm	-----Th-----	:30		\$950.00	NM		
	Ⓜ MG for 11.1 08/07											
D 12	WFSB	08/13/12	08/13/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	0	\$0.00
13	WFSB	08/10/12	08/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,500.00			
14	WFSB	08/07/12	08/09/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-1-1---				2	\$1,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Eyewitness News	5:30pm - 6pm	-Tu-Th-----	:30		\$1,500.00	NM		
	See MG 14.3											
	3	WFSB	08/08/12-08/08/12	Eyewitness News	5:30pm - 6pm	---W-----	:30		\$1,500.00	NM		
	Ⓜ MG for 14.1 08/07											
15	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,500.00			
16	WFSB	08/08/12	08/08/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---W----				1	\$2,100.00			
17	WFSB	08/09/12	08/09/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$1,200.00			
18	WFSB	08/08/12	08/08/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--W----				1	\$1,200.00			
19	WFSB	08/09/12	08/10/12	Eyewitness News	11PM - 11:35PM		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---11--				2	\$1,200.00			
20	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,200.00			
21	WFSB	08/11/12	08/11/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$1,200.00			
22	WFSB	08/07/12	08/07/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Late Night with David Letterman	11:35pm - 12:37am	-Tu-----	:30		\$800.00	NM		
	See MG 22.2											
	2	WFSB	08/10/12-08/10/12	Late Night with David Letterman	11:35pm - 12:37am	-----F----	:30		\$800.00	NM		
	Ⓜ MG for 22.1 08/07											
23	WFSB	08/14/12	08/14/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$950.00			

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 Rocky Hill, CT 06067
 (860)728-3333

<u>Contract / Revision</u> 488349 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/07/12 - 08/14/12	<u>Product</u> August 7-August 14, 201	<u>Estimate #</u> 11570
<u>Advertiser</u> Women Vote		<u>Original Date / Revision</u> 08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
N 24	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
Week:		08/13/12	08/19/12	M-----				1	\$1,500.00			
N 25	WFSB	08/12/12	08/12/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
Week:		08/06/12	08/12/12	-----S				1	\$1,200.00			
Totals											31	\$31,925.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	31	\$31,925.00	\$27,136.25
Totals	31	\$31,925.00	\$27,136.25

Signature: _____ Date: _____

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